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**NEWS RELEASE**

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**[HOSPITAL/CENTER NAME] FIRST IN <STATE/REGION> TO OFFER A NEW HIGH-TECH, FASTER WAY FOR PATIENTS TO TRY BLADDER AND BOWEL CONTROL THERAPY BEFORE COMMITTING**

**[LOCATION] – [DATE, 2015] –** <Patient’s name>, a <city> <man/woman> who has suffered from overactive bladder for <number> years, is among the first area residents to benefit from the Verify® Evaluation System for Basic Evaluations. The Verify System was recently approved by the U.S. Food and Drug Administration for basic evaluations, which last 3-7 days. It provides a high-tech way for patients to try a bladder and bowel control treatment before committing to see if it might provide desperately needed long-term relief.

[Hospital/Center] is [one of] the first hospital[s]/practice[s]/center[s] in [location] to offer basic evaluations with the Verify System, which last 3-7 days. These evaluations allow patients to test the benefits of sacral neuromodulation, delivered by the Medtronic InterStim® System for the chronic symptoms of overactive bladder, non-obstructive urinary retention or bowel incontinence in patients who did not have success with more conservative therapies.

[Example physician quote] “Many people with OAB have failed multiple treatments and [hospital] is pleased to offer the Verify System, which leverages technology to make it easier and faster for patients to assess the potential of sacral neuromodulation for effective long-term bladder control,” said [name] MD, [title and affiliation]. “It’s nice that patients like [patient’s first name] have the opportunity to try the therapy before committing so they understand if it’s right for them long-term.”

[Patient’s last name] is one of the 37 million U.S. adults – nearly one in six – who suffer from overactive bladder,i,ii which often causes embarrassment and can dramatically affect the quality of daily living.i,ii There is a significant unmet need in the treatment of OAB: two-thirds of individuals who experience loss of bladder control do not use any treatment or product to manage their incontinence; iii and of those who do seek treatment, studies show that 80 percent of patients prescribed oral anticholinergic medications to treat their OAB symptoms stop taking them by 12 months. iv

[Example patient quote] “OAB ran my life and I was discouraged after multiple treatments didn’t work for me, so I appreciated the opportunity to try sacral neuromodulation and know within days if it would improve my symptoms.” said XX, who received Medtronic Bladder Control Therapy after a X-day trial with the Verify System. [NOTE: Trial must be within three to seven day range.] “The evaluation system was easy to use and suggests that the therapy may work for me. I’m optimistic that long-term sacral neuromodulation will provide the freedom and confidence to fully engage in my life and stop missing out.”

Both the Verify System and the long-term InterStim System provide mild electrical stimulation to the sacral nerves, which are located near the tailbone and help bladder or bowel function. This is thought to help to normalize communication between the bladder or bowel and the brain, and it is clinically proven to eliminate or greatly reduce bladder or bowel control symptoms and significantly improve quality of life. v

The Verify System includes a simple, wireless touch-screen controller and a small, concealable external neurostimulator device. It is discreet, easy to use and allows patients to perform many normal daily activities while undergoing the evaluation. The trial can be considered a success if a patient experiences a significant reduction in bladder control symptoms, such as going from 14 bathroom visits per day to 7.

Results of the therapy vary, and not every response is the same. People should consult their physicians to decide whether InterStim therapy is appropriate. In addition to risks related to a medical procedure, complications from this therapy can include pain, infection, sensation of electrical shock, device problems, undesirable change in voiding function, and lead migration, among others. Additional safety information can be found at [www.everyday-freedom.com/](http://www.everyday-freedom.com/).

For further information, please call Medtronic at 1-800-328-0810 and/or consult Medtronic’s website at www.medtronic.com.

About Hospital/Institution [Insert short descriptive paragraph.]

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**Important Safety Information**

**InterStim Therapy for Urinary Control:** InterStim Therapy treats urinary retention (inability to completely empty the bladder) and the symptoms of overactive bladder, including urinary urge incontinence (leakage) and significant symptoms of urgency-frequency. It should be used after you have tried other treatments such as medications and behavioral therapy and they have not worked, or you could not tolerate them. InterStim Therapy for Urinary Control is not intended for patients with a urinary blockage.

Safety and effectiveness have not been established for pregnancy and delivery; patients under the age of 16; or for patients with neurological diseases such as multiple sclerosis.

**InterStim Therapy for Bowel Control:** InterStim Therapy treats chronic fecal incontinence (an accident or leaking involving stool). It should be used after you have tried other treatments such as medications and dietary modifications and they have not worked, or if you are not a candidate for them.

Safety and effectiveness have not been established for pregnancy and delivery; patients under the age of 18; or for patients with progressive, systemic neurological diseases.

**InterStim Therapy for Urinary Control and for Bowel Control:** You should have a successful trial assessment before receiving InterStim Therapy. You cannot have diathermy (deep heat treatment from electromagnetic energy) if you have an InterStim device.

In addition to risks related to surgery, complications can include pain at the implant sites, new pain, infection, lead (thin wire) movement/migration, device problems, interactions with certain other devices or diagnostic equipment such as MRI, undesirable changes in urinary or bowel function, and uncomfortable stimulation (sometimes described as a jolting or shocking feeling).

This therapy is not for everyone. Please consult your physician to decide whether InterStim Therapy is right for you. A prescription is required. For further information, please call Medtronic at 1-800-328-0810 and/or consult Medtronic’s website at www.medtronic.com**.**

USA Rx Only Rev 0311

References:

i Stewart WF, et al. Prevalence and burden of overactive bladder in the United States. World J Urol. 2003 May;20(6):327-336.

ii United Nations, Department of Economic and Social Affairs, Population Division (2011). World Population Prospects: The 2010 Revision, CD-ROM Edition.

iii Muller, N. (2005). "What Americans understand and how they are affected by bladder control problems: highlights of recent nationwide consumer research." Urol Nurs 25(2): 109-115.

iv Yeaw J, Benner JS, Walt JG, Sian S, Smith DB, et al. J Manag Care Pharm. 2009;15(9):728-740.

v Medtronic-sponsored research. InterStim Therapy Clinical Summary 2014.